

HARVEST 2010

california raisin

R E V I E W

INDUSTRY NEWS AND MARKETING UPDATES



California Raisin
Marketing Board
& Raisin Administrative
Committee

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-- Stephen Vasquez

Stephen Vasquez

Helping Growers Produce the Best Raisin: California Raisins

by Larry Blagg | Senior VP of Marketing, RAC/CRMB

Stephen Vasquez has devoted over 10 years to working with grape growers and allied industries in Fresno County as the UC Cooperative Extension Viticulture Farm Advisor. Having spent time in the San Joaquin Valley during his graduate studies at UC Davis, he knew he wanted to come back and work with valley grape growers. After finishing a Masters degree in plant pathology working on grape diseases, he was appointed to his current position in 1999. Stephen enjoys working closely with California raisin growers, helping them solve problems they might be having related to soil, water, nutrients, pests and diseases as well as improving production on new cultivars and training systems. For the past three years, Stephen has represented the industry as the CRMB's production research liaison, helping prioritize and determine funding for research projects relevant to raisin production.

Each year research proposals are received by CRMB via the UC Davis Unified Grant Management system for Viticulture and Enology. Working with a scientific review panel, Stephen reviews and prioritizes research proposals that will benefit the California raisin industry. Projects reviewed range from cultural practices that improve fruit quality and yields, breeding of new cultivars, to management of pests and diseases. After projects have gone through a rigorous review, Stephen, along with CRMB's Production Research Subcommittee Chair, Steve Spate; Dennis Wilt, CRMB Chair and CRMB Staff, present the top ten projects that would positively impact raisin production. Primary funding for viticulture research on raisins comes from the CRMB, with some projects co-funded by Viticulture Consortium-West, California Competitive Grant Program for Research in Viticulture and Enology, the American Vineyard Foundation, and the California Table Grape Commission. When research projects benefit multiple grape crops, Stephen negotiates with the other funding sources to assure CRMB's desired projects are fully funded at adequate levels. Over the past three years, Stephen has helped the CRMB save money and get the best return for dollars spent.

During his tenure in the San Joaquin Valley, Steve has seen significant changes take place from times when nearly 300,000 tons were hand-harvested to now where almost 1/2 of the crop is mechanically harvested. Stephen estimates that 55% for the 2010 crop will be hand-harvested, 30% will be machine harvested and the remaining 15% will be devoted to Dried-on-the-vine (DOV) production. He also strongly believes the support and development of DOV is the biggest evolution in the California raisin industry since the industry's transition from wood to paper trays. Lastly, and most importantly, Stephen thinks that the adoption of new cultivars and training systems like Selma Pete and the open gable trellis system should help preserve the Valley's industry and its status as the world's premier raisin growing region.

To highlight some of the changes in the industry and research funded by CRMB, the organization has been supporting Stephen's bi-annual meeting. The San Joaquin Valley Grape Symposium, in even numbered years since 2008, has allowed raisin growers to hear directly from the scientist on CRMB funded research including an update on the industry's health and nutrition research. Additionally, growers get an update on the marketing programs designed to increase usage of California Raisins both in the U.S. and abroad. A highlight of the symposium for growers is the food served at lunch which focuses on new raisin-containing dishes. Each year, Stephen surveys the meeting participants and feedback shows that growers enjoy the format and the food. He often receives calls after the meeting with growers wanting more information or to be placed on his e-newsletter list so they can receive updates on projects when available.

Lastly, the CRMB and other grape industry organizations are now very focused on the discovery, treatment and eradication of the European Grape Vine Moth (EGVM). This new pest is believed to have been introduced to the San Joaquin Valley by way of wooden grape stakes transported to Fresno County from Napa County. This pernicious pest has already done severe damage to vineyards in the Napa and Sonoma wine-producing areas. Stephen, in coordination with Fresno County's Ag Commissioner organized several timely meetings for the agricultural community to better understand the pest and the issues that quarantine status entails. Stephen has played a vital role in detailing the different raisin production systems, which has allowed state and federal regulators to better understand the differences and develop mandatory compliance agreements that are more amenable to the industry. Shortly after the finds, he quickly organized the resources into one website accessible to growers. He and his colleagues are working closely with regulators to identify the best management approaches for raisin growers that are financially feasible while at the same time efficacious against the pest. Although the EGVM has been managed well in Fresno County, Stephen believes that it is still too early to say that we have been victorious over this pest. European Grape Vine Moth is a pest that can do a lot of damage in a short period of time. He continues to monitor the management of the pest in the North Coast, tracks how effective the quarantine has been and remains in close contact with his UC colleagues, the Fresno County Ag Commissioner and state and federal regulators.

The California Raisin Marketing Board wishes to thank Stephen Vasquez, our frontline guardian, and all those scientists and administrators who help to make sure that California raisin production remains a vital, healthy and safe fruit to consume worldwide for many years to come.



PRESIDENT'S MESSAGE

Industry News

By Gary Schulz, President/General Manager

California Raisin Marketing Board
and Raisin Administrative Committee

Greetings!

This Harvest Edition of the Raisin Review is special in that we can look at the past crop year and some of our industry successes, look to the next year, analyze some of our challenges in the vineyard, and talk about some of the marketing strategies implemented by our staff. I hope as a reader you will contact us if we can provide more information or if you have ideas for future editions. Thank you to Stephen Vasquez, Fresno County Viticulture Specialist for the University of California, for agreeing to be our featured interview for this edition.

European Grapevine Moth

The latest invasive pest for the grape industry in California is the European Grapevine Moth. In April, moths were caught in traps south of Fresno. Several other counties in California are affected by this pest, most notably Napa County. The California Raisin Marketing Board has been a conduit for getting information to the growers, packers and dehydrators in the 96 square-mile quarantine zone in order to eradicate the moth.

We urge all members of the raisin industry to support and cooperate with efforts by USDA, CDFA and the Fresno County Ag Commissioner's Office to eradicate this invasive pest. The project office is located at 748 South 10th Street in Fresno. You may reach the office by phone at 559-455-2580. These websites are available for more information:

<http://ucanr.org/egvm>

<http://ucipm.ucdavis.edu/EXOTIC/eurograpevinemoth.html>

www.hungrypest.com

Finally, the CRMB is a primary funder of the Fresno County EGVM Coordinator, Ken Schneider. He is available for no-charge consultation at 559-259-0335, or kens@alluvialag.com

Crop Production Research

On Wednesday, April 14, the California Raisin Marketing Board met and heard reports from the Research Subcommittee and voted to fund these crop production research projects:

- New Raisin Grape Varieties by Dr. David Ramming
- New Grape Rootstocks by Dr. Peter Cousins
- Maintaining DOV Fruitfulness Over Vineyard Life by Dr. Matthew Fidelibus
- Identifying Benefit of Foliar Potassium Applications on Raisin Maturity by Dr. William Peacock
- Identifying Raisin Moth Populations and Flight Patterns for Management by Stephen Vasquez
- Identifying Best Management Practices for Organic Weed Management including Economics by Dr. Anil Shrestha
- Identifying Sustainable Approaches to Managing Vine Mealy Bug by Dr. Kent Daane

The CRMB also agreed to fund up to \$25,000 in matching funds for a fumigation research project designed to find a suitable replacement for methyl bromide to be conducted and organized by DFA.



The CRMB staff

wishes to recognize
the subcommittee
members and the
alternates of the

California Raisin Marketing Board.

Alan Kasparian
Barry Kriebel
Bill Sahatdjian
Chris Gunlund
Dennis Wilt
Doug Cords
Eric Cisneros
Glen Goto
Harold Hilker
Harvey Singh
Jeffrey Bortolussi
Jon Marthedal
Kathy Merlo
Kenny Bedrosian
Kristina Sahatdjian
Manuel Medeiros
Michael Koligian
Mitch Sangha
Monte Schutz
Nindy Sandhu
Rick Stark
Robert Sahatjian
Ron Kazarian
Steve Spate
Vaughn Koligian
Victor Sahatdjian

2009 Crop Year Report

I have supplied some statistics of the most recent California Raisin crop year which ended July 31. Of note is the record for exports with 45% of the crop (over 150,000 tons of Natural Seedless Raisins) being sent overseas! Our compliments and congratulations to our six international marketing representatives and their companies:

- Jeff McNeill, Japan
- Peter Meadows, United Kingdom, Germany and Scandinavia
- Richard Lieu, Malaysia, Philippines, Singapore, Thailand and Indonesia
- Steven Chu, Taiwan
- Daniel Chan, China and Hong Kong
- Y S Lee, South Korea

Final Shipment Data, 2009-2010 Crop Year (packed tons)

Variety	09-10	08-09	% + or -
Natural Seedless			
Domestic + Canada	186,176	191,929	-3%
Export	152,246	125,788	+21%
Total	338,422	317,718	+7%
All Other Varieties			
Domestic + Canada	22,695	21,729	+4%
Export	6,776	7,749	-13%
Grand Total	367,893	347,196	+6%
Organic Raisins (<i>included above</i>)	9,823	8,779	+12%

Top 20 Natural Seedless Countries of Destination

1. United Kingdom	31,578	24,979	+26%
2. Japan	21,133	16,009	+32%
3. Germany	18,057	15,831	+14%
4. Canada	11,848	11,441	+4%
5. China	10,073	9,984	+1%
6. Sweden	6,722	6,040	+11%
7. Australia	7,051	5,760	+22%
8. Denmark	5,828	5,990	-3%
9. Taiwan	5,187	4,537	+33%
10. Mexico	3,931	1,399	+181%
11. South Korea	3,929	3,561	+35%
12. Malaysia	3,832	2,836	+35%
13. Norway	3,575	2,686	+33%
14. Netherlands	3,412	3,412	+7%
15. Belgium	2,117	1,039	+104%
16. Thailand	2,078	1,562	+33%
17. Philippines	1,881	1,642	+14%
18. Finland	1,808	1,878	-4%
19. New Zealand	1,617	1,849	-13%
20. Hong Kong	1,612	1,678	-4%

A Look Ahead to the 2010 Crop

At the time of publication, the 2010 harvest was just beginning, with anticipation of an average to above-average crop. The cooler-than-normal season has delayed harvest by 8 to 10 days. The finding of the European Grapevine Moth near Fresno will cause growers, packers and dehydrators in the quarantine zone added complications in complying with the federal order, but should not greatly delay harvest.

Of course, raisin growers will be on their knees over the weeks to come praying for a hot, dry harvest.

Best of luck and be safe!

PRESIDENT'S MESSAGE

The Importance of Trade Shows

Over the years, the California Raisin Marketing Board has participated in hundreds of tradeshow and events promoting the health and nutritional benefits of raisins. These activities offer the industry great face-to-face opportunities for our staff, consultants and chefs to tell our story and demonstrate the effectiveness of raisins as an ingredient. Members of the CRMB staff are on the road constantly from Boston to San Diego and Florida to Seattle earning the respect and appreciation for raisins from school nutritionists, dietitians, home bakers, members of the baking media, and industry influencers.

It is said that the dollars spent on tradeshow are some of the most efficient and effective dollars spent in a marketing campaign. As you study this Raisin Review and future editions, you will note the number of shows and events in which we participate. But also note the quality of those events. We believe we are working hard, but also very intelligently when it comes to the use of your dollars.

America's Best Raisin Bread Contest

Senior Vice President of Marketing Larry Blagg reports that over 80 bakers have entered the third annual "America's Best Raisin Bread Contest"! The baking competition will be held again at the American Institute of Baking in Manhattan, Kansas in October with the winners earning a trip to California in March 2011. Best of luck to all the entrants!

The Big Fresno Fair!

The CRMB staff has been working hard to partner successfully with the Big Fresno Fair, October 6 through 17, to support the raisin baking competitions. The Sweepstakes prize is a KitchenAid Mixer-Blender and a dinner certificate. CRMB will also have a promotional display in the Farm Home Arts Building with appearances by the Dancing Raisin character, Raisin Dance demonstrations, baking demonstrations, giveaways of raisin snack packs and other items. Stop by the CRMB booth during the fair and say hello to the CRMB staff.

CALIFORNIA RAISIN MARKETING BOARD'S 2010 FALL ACTIVITY SCHEDULE

	MARKET	EVENT NAME	2010 DATES	LOCATION
Contest	Baking	America's Best Raisin Bread Contest Preliminary Judging	September 13	Chicago, IL
Contest	Foodservice	Pastry Chicago Fruit & Pie Competition	September 16-18	Chicago, IL
Tradeshow	Baking	IBIE (International Baking Industry Expo)	September 26-29	Las Vegas, NV
Sponsorship	Consumer	The Big Fresno Fair	October 6-17	Fresno, CA
Contest	Baking	America's Best Raisin Bread Contest	October 14-17	Manhattan, KS
Contest	Foodservice	PlateCooks (Le Cordon Bleu)	October 11	Atlanta, GA
Seminar	Foodservice	Chef Assistance Program (Villanova University)	October 4-6	Villanova, PA
Event	School Foodservice	Home Baking Association (Annual Meeting)	October 10-13	Palm Springs, CA
Event	Consumer	Fall Wine Cornucopia	October 23	Fresno, CA
Tradeshow	Industrial	American Association of Cereal Chemists	October 24	Savannah, GA
Seminar	Foodservice	Chef Assistance Program (University of Colorado)	October 25	Boulder, CO
Event	Foodservice	Worlds of Flavor	November 4-7	St. Helena, CA
Event	Health & Nutrition	FNCE (Food & Nutrition Conference & Expo)	November 6-9	Boston, MA
Event	School Foodservice	Home Bake 4-H Baking Workshops	November 26-28	Atlanta, GA
Event	School Foodservice	California School Nutrition Association	January 13-16	Pasadena, CA

Scientific Nutrition Research Panel

Congratulations to Dr. Jim Painter for conducting a successful meeting of the Scientific Nutrition Research Panel on July 15 and 16. Health and nutrition experts met at the CRMB office with board members, staff and marketing professionals to chart the course for health and nutrition research with goals set for the next five years.

Members of the panel:

Dr. James Painter, *Ph.D., R.D.*
Chairman, Eastern Illinois University

Dr. Rui Hai Liu, *M.D., Ph.D.*
Cornell University

Dr. Rita Grandgenett, *M.S., R.D.*

Dr. James Anderson, *M.D.*,
University of Kentucky

Dr. Stacey Bell, *D.Sc., R.D.*

**On behalf of the
California Raisin
Industry, thank
you very much to
these dedicated
professionals!**

Product Innovation Exchange (PIX)

Deer Valley, UT | April saw the PIX convention come to a successful conclusion. Larry Blagg, CRMB/RAC Senior VP of Marketing, Rick O'Fallon, CRMB Director of Marketing and Carol Borba (Mattson Inc.) met one on one with the product development teams to discuss and test the inclusion of California Raisins and Raisin products in the application of new product development projects from the following companies:

- Hershey's
- Pierre Foods
- Oak State Products
- American Foods Group, LLC

While this is a long term endeavor, several follow-up sessions have taken place and new products are in the bench test stages due to this conference. As confidentiality agreements prohibit discussing these items currently, hopefully, some great news will be forthcoming in this fiscal year.



California Dietetic Association

Oakland, CA | At the annual conference of the California Dietetic Association in April, California Raisins sponsored the awards luncheon with Nutrition Research Director Dr. James Painter as the General Session speaker. Some 1,000 attendees turned out for the conference which was held at the Oakland Marriott City Center.

Texas Dietetic Association

Dallas, TX | California Raisins received a warm welcome last March during the annual conference of the Texas Dietetic Association. Since everything is bigger in Texas, California Raisins had a BIG presence at this conference. For starters, our Super RD and well-known spokesperson from Texas, Neva Cochran, delivered a breakout session talk titled "Raisins – Concentrated Energy. Why the Small, but Mighty Fruit is a Wise Choice for Healthy Eating." Additionally, California Raisins sponsored the awards luncheon with a custom raisin-packed menu. Raisin snack packs, canvas bags, and recipes were also handed out in the booth.

School Nutrition Association Annual Conference

Dallas, TX | The CRMB partnered with Lowry Martin, owner of "Have Your Cake and Eat It Too" to offer healthy muffins during the 2010 SNA Annual Conference to attendees. All of the muffins supplied by "Have Your Cake and Eat It Too" contain whole raisins and/or raisin paste and come in a variety of fun and delicious flavors like: *Spinyayam*, *Squashyalicious*, *Bluenanaberry*, *Chocolate Covered Raisin* and many more. Besides tasting delicious, what is also unique about these muffins is that each 4 oz. muffin provides 2 bread servings and ½ cup fruit serving - making this a complete meal with the addition of a low-fat dairy product like yogurt or milk. How perfect for school kids!

Ready, Set, Cook with a Celebrity Chef and more!

Boston, MA | Chefs at the Boston PlateCooks event “raised the bar” on creativity cooking with California Raisin Products including Chef Jason Santos from “Hell’s Kitchen.” The winning recipe was Spicy Raisin Poached Shrimp with Salt Cod Espuma, Charred Corn Relish and Chorizo Emulsion. Chefs enjoy the competitive “heat in the kitchen” during the Raisin Cooking Competition! Check out the November/December Plate issue for the winning recipe. You can also find the recipe on LoveYourRaisins.com.



Pictured left to right front row are: Jason Santos, Chef, Gargoyles, Bridget Nee & Tiffany Banks, Students, Le Cordon Bleu, Boston, Todd Downs, CEC, & Melinda McAllister, Marketing Specialist, California Raisin Marketing Board, Anthony Jung, Chef, UMASS, Martin Breslin, Director of Culinary Operations, Harvard University. Left to right back row: Stephanie Duperier and Gary Peluso, Students, Le Cordon Bleu, Boston, Tim McFate, Chef, Rhode Island School of Design, Jonathan Mathias, Chef, Dash of Salt.



American Pie Council

Kissimmee, FL | During this year’s National Pie Championships, the CRMB was thrilled that a pie from the professional raisin category not only won first place among other raisin pies but ultimately earned the highest honor - “BEST OF SHOW” (beating out crème pies, cherry pies, apple pies, candy bar pies, etc.). The winning pie, *Chocolate Raisin Walnut Pie* was submitted by Andrea Spring of Bradenton, Florida. This Blue Ribbon pie was served at the CRMB Open House in July, with rave reviews! And, this pie will be served at the 6th annual Fall Wine Cornucopia on October 23rd, at Chukchansi Park in beautiful downtown Fresno from 2 – 6 pm.



CRMB returns to Penn State for Baking

State College, PA | The CRMB “Chef Assist” program returned to Penn State with Rick O’Fallon, CRMB Director of Marketing, and Dominique Homo, CRMB Consultant Baker, to work in the Penn State bakery. The bakery is one of the largest scratch bakeries in the continental U.S. and serves 6 dining halls, 11 campus operations plus 48 residence halls.

As the bakery serves up 89,631 loaves of bread annually, (none of which have raisins), three raisin breads were baked for review. Additionally, the bakery serves up 120,356 dozen, (1.4 million individual) cookies annually, none of which are raisins; so the raisin lavender mini butter cookie was reviewed.

The bakery reported that they will be putting the lavender cookie into the holiday menu cycle along with the California Raisin Christmas Bread. The California Raisin Multigrain Fennel Brot will go into the catering menu for special events. Additionally, the Autumn Harvest Raisin bread will go into the spring menu rotation. In the end, all 3 breads and the cookie were accepted into the menu rotation.

The ending was even better, Penn State has requested CRMB return to help in the training of the bakery staff and, they have requested the CRMB raisin pie brochure. They bake and sell 10,586 pies annually and you guessed it—none of them are raisins! We have been asked to maybe return for a raisin pie roll-out featuring 6 different kinds of raisin pies, some of which, hopefully, can go into the menu cycle.



Atlantic City Baking Tech Expo

Atlantic City, NJ | This bakery trade event (last March) was jointly sponsored by the New Jersey, New York Retail Bakery and Mid-Atlantic Retail Bakers Associations and many industry suppliers believed it would be lightly attended due to the upcoming International Baking Industry Exposition (IBIE) at the end of September in Las Vegas.

The CRMB and all other exhibitors were pleasantly surprised by the robust attendance of retail bakers from throughout the region. This venue allowed the CRMB to debut the top two winning formulas from the California Raisins 2nd Annual America's Best Raisin Bread Contest. Both top prize winners, Larry Lobe of Dawn Foods and Ron Guerrero of Caravan Ingredients, shipped in quantities of the award-winning breads and the retailers practically swarmed the booth to taste each product.

Ron Guerrero's product was even sampled to the Caravan sales reps in the East, who had not yet seen nor tasted this amazing product. Caravan representatives came often to

the CRMB booth with their customers to try the product and announce that Caravan was expecting to launch the purple raisin bread dough mix in June of 2010 nationally. At this time, the launch is going quite well.

Since the attendance jumped from a planned 2,500 to over 5,000, the CRMB was forced to go off site to the Formica Brothers Bakery and daily purchased 100 California Raisin, Cranberry & Walnut Whole Wheat Dinner Rolls. This product was created by the CRMB's Dominique Homo for a trade event in the same location three years earlier. This product has become a top seller for the Formica Brothers Bakery and according to the owner; they are selling over 5,000 such rolls through their shop and to their restaurant trade in the Atlantic City area on a weekly basis. The success of the product even necessitated the purchase of a new roll-making machine, and helped in the 6,000 square foot expansion and relocation of the baking plant. All-in-all a very successful show and one that CRMB will not underestimate in the future.

Scientific Nutrition Research Panel

Fresno, CA | Dr. James Painter convened the 3rd annual meeting of the California Raisin Marketing Board's Scientific Nutrition Research Panel on July 15 -16 in the new CRMB office. The newly reconstituted panel includes Dr. Painter, from Eastern Illinois University as the newly appointed CRMB Nutrition Research Director. Dr. Painter is renowned for his work on "Portion Size Me" a video designed to show that well-portioned foods can help consumers eat appropriate amounts of foods and keep their weight down.

Drs. Jim Anderson from the University of Kentucky, and Riu Hai Liu of Cornell University have returned to the panel this year and are expected to be major contributors as the CRMB explores new projects related to their respective specialties of antioxidants and childhood obesity. Also in attendance and newly appointed to serve on the panel were Dr. Stacey Bell formerly of Harvard University and Rita Grandgenett, a Registered Dietitian, who worked for Kellogg's in Battle Creek for a number of years.

Dr. Painter brought the new and returning panel members together, made the appropriate introductions all around and gave industry members in attendance an update on the two studies that are currently underway at UC Davis and the University of Toronto. Subsequent to the meeting, both schools had submitted interim reports that were quite positive. The early lab results from UC Davis seemed to indicate that California Raisins as a pre-exercise snack perform equally as well as the more expensive Cliff Shot Bloks (tm) used by long-distance runners. This study is expected to be completed and presented for peer review in March 2011. And as industry members, we know that raisins cost significantly less per serving than the cliff Shot Bloks. Dr. Harvey Anderson at the University of Toronto is finding out that California Raisins are significantly reducing main-meal appetite when raisins are consumed 30 minutes before the meal. This study is expected to be completed in spring or summer 2011.

Together with key industry and Board members' approval, our panelists are moving forward with the publication of articles on antioxidants and gut health drawn from earlier CRMB research. Additionally, Dr. Painter and panel members are planning a robust schedule of presenting their findings at a variety of professional venues, such as the annual Food and Nutrition Conference & Expo hosted by the American Dietetic Association in Boston this November and the International Food Technologist show in New Orleans. We anticipate a very productive year of research activities and presentations touting the nutrition and health benefits of California Raisins.



IFT's Wellness Conference 2010

Chicago, IL | The nutrition information about raisins and other dried fruits are coming to the forefront in the IFT's annual Wellness Conference in March 2011 made up of nutrition professionals, health researchers, and dietitians. The Conference Review Board has recently received a "call for papers" response from Dr. James Painter (Scientific Advisor for CRMB) and Dr. Terry Finocchiaro, (Director Nutrition Research and Development at National Starch LLC), to conduct a 60 minute panel presentation to the general session on Weight Management through satiety and portion control. Dr. Painter and Dr. Finocchiaro will review the cause of our nation's obesity epidemic and issues surrounding weight loss and management. While the Conference Review Board has yet to approve the panel seminar, the head of the Board has written back stating the session 'looks excellent for the conference' and has asked Dr. Painter if he could also cover the food pyramids from around the globe in the seminar. We anticipate acceptance of our proposal and thereby sponsorship of this panel for the 2011 convention in Rosemont, IL.

Bernadine's Corner

It's fall, harvest time and back to school time, and time to stand back, take stock and readjust for the next few months while planning ahead for the holidays. Beginning with Halloween and on to Labor Day and New Years -- these always seem to be just around the corner.

About this time last year, we started a series titled, You Are What You Eat, in the newsletters that we post to raisin consumers every month and feature in the Seasonal Showcase at LoveYourRaisins.com. After Back to School and Back To College were taken care of early on, we featured information about the major nutrients – carbohydrates, fats and protein along with ways to use California Raisins to help balance these in family meals. Then, we moved into those other, so called, minor nutrients found on the Nutrition Facts Label – cholesterol, sodium-potassium ratio, fiber, vitamins A and C, and the minerals calcium and iron. Generous helpings of California Raisins can be used to encourage the whole family to get all of these nutrients that are so necessary everyday.

Anticipating the release of the new Dietary Guidelines early in 2011, in which the Advisory Committee (DGAC) encourages all stakeholders to take actions to make every choice available to Americans a healthy choice, we are planning to provide some practical applications for integrating those good-for-you nutrients already presented into family meals, everyday. Keeping with the Back To School – Back to Basics theme for August, we introduce some ways to use California Raisins and entice the family to eat more whole grains and other vitamin B rich foods. Beginning a series that we have chosen to call, Finding Your Way to a Healthier You, from a publication of the same name by the U.S. Department of Health and Human Services and U.S. Department of Agriculture based on the 2005 Dietary Guidelines for Americans, we first stock a healthy pantry. Once the pantry, including the cupboards, freezer and refrigerator, is stocked with a lot of healthy food, including California Raisins, we will move on to Planning for Success and present several healthy eating plans for family meals that specify appropriate portions and balanced nutrients for all age groups with generous portions of California Raisins in all of them. October is Breast Cancer Awareness Month so a bit about the antioxidants in raisins will fit right in.

As the holidays approach, balancing all your nutrients and implementing healthy meal planning guidelines takes on a whole new meaning, along with all those parties and holiday food gifts. So, the topics will include a way to eyeball those holiday party plates to see if what is on them fits the healthy meal plan guidelines and feature some outstanding recipes for gift giving with California Raisins that will, not only be remembered all year, but will not adversely affect the recipients' commitment to healthy eating.

As the year progresses, emphasis will be on eating a variety of foods; knowing the limits on fats, salt, and sugars; reading the Nutrition Facts label; and getting more nutrition out of your calories. All of this will emphasize that California Raisins are always a Wise Choice for healthy eating.

Here are some highlights of new raisin products that launched in August and September:



Red Pepper

Bruschetta Topping

Brand: Culinaria

Culinaria Roasted Red Pepper Bruschetta Topping is claimed to be a premium product that has been developed to the highest standards of excellence for the discerning palate. Golden Raisins are included in the ingredient list. The product retails in a 10-oz. glass jar, with a screw-off lid.



Health-Full

10 Grain Bread

Brand: Oroweat

Oroweat Health-Full 10 Grain Bread is an excellent source of fiber, and contains 80 calories and 5g of protein per slice with no artificial colors, flavors or preservatives. This product launched this month and contains Raisin Juice Concentrate. According to the manufacturers, Health-Full will help satisfy hunger. This product retails in a 1-lb. 8-oz. pack.

Chewy

Trail Mix Bars

Brand: Nature Valley

Launching in August, Nature Valley Chewy Trail Mix Fruit & Nut Chewy Bars now contain 25% more fruit and nuts. This 100% natural product is made with almonds, raisins, peanuts and cranberries. It retails in a 2.5-oz. recyclable carton containing 30 x 1.2-oz. Bars.



***Source: Mintel Global New Products Database.**

FEATURED RECIPE



Dried Fruit & Sausage Stuffing

INGREDIENTS

- 1 teaspoon olive oil
- 1/4 cup shallots
- 1 package (6 ounces) seasoned cornbread stuffing mix
- 1 cup chopped red apple
- 1/4 pound smoked turkey sausage
- 3/4 cup California raisins
- 1 teaspoon dried oregano leaves
- 1 teaspoon dried marjoram
- 1 teaspoon rubbed sage
- 1 teaspoon dried rosemary
- 1/2 teaspoon sweet basil
- 1/4 teaspoon ground bay leaf
- 1/2 teaspoon black pepper
- Salt, to taste
- 3/4 cup apple or white grape juice

PROCEDURE

Preheat oven to 350°F. Heat oil in heavy skillet over medium-high heat. Add shallots and sauté 2 minutes. Stir in bread cubes, apple, sausage, raisins and seasonings; cook 1 minute, stirring until well blended. Remove from heat. Gradually add juice, stirring until lightly moistened. Turn into buttered 1 1/2-quart baking dish. Cover and bake at 350°F for 45 minutes until heated through. Garnish with sprigs of fresh parsley.

Yields: 1-1/2 quarts (6 cups)

Serves: 16